

FIG. 1

201

CID	PROMOTION	DELIVERY DATE	DELIVERY MEDIUM	PROMOTION STATUS
052799	ADV2787 PI2787	11/02/00 11/02/00	CUST. COMP CUST. COMP.	REJECT (H) ACCEPT
090269	ADV8711 PI8711 PI7858 PI7859 PI8200	10/10/00 10/26/00 10/30/00 11/03/00 11/03/00	DIRECT MAIL CUST. COMP ELECT TRANS. KIOSK POS	REJECT (H) ACCEPT (H) REJECT (H) ACCEPT (H) UNKNOWN

203 205 207 209 211

FIG.2A

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PROMOTION IDENTIFIER	PROMOTION STATUS	RELATED PROMOTION
ADV8711	ACCEPT REJECT	10 CENTS OFF BRAND X SWEETENER 25 CENTS OFF BRAND X SWEETENER 10
PI8711	ACCEPT REJECT	30 CENTS OFF BRAND B COFFEE 50 CENTS OFF BRAND X SWEETENER
PI7858	ACCEPT REJECT	BRAND B COFFEE, IT TASTES GOOD 60 CENTSOFF BRAND B COFFEE
PI2787	ACCEPT REJECT	AD3535; PI6742; PI7474 PI7188; PI7227
ADV2787	ACCEPT REJECT	ADV 3900 PI2787

215      217      219

FIG.2B

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PROMOTION IDENTIFIER	PROMOTION INFORMATION	STATUS CRITERIA
ADV8711	ADVERTISEMENT, BRAND X SWEETENER, "BRAND X SWEETENER, JUST ONE CALORIE"	ACCEPT IF PURCHASE WITHIN 2 WEEKS, ELSE REJECT
PI8711	PURCHASE INCENTIVE, BRAND X SWEETENER, "25 CENTS OFF BRAND X SWEETENER," EXP 1/1/01	ACCEPT IF REDEEM BEFORE EXPIRATION DATE, ELSE REJECT
PI7858	PURCHASE INCENTIVE, BRAND B COFFEE, "RECEIVE 30 CENTS OFF BRAND B COFFEE", EXP 1/1/01	ACCEPT IF PURCHASE WITHIN 2 WEEKS OR REDEEM BEFORE EXPIRATION DATE, ELSE REJECT
PI7859	PURCHASE INCENTIVE, BRAND B COFFEE, "RECEIVE 60 CENTS OFF BRAND B COFFEE", EXP 1/1/01	ACCEPT IF REDEEM BEFORE EXPIRATION DATE, ELSE REJECT
ADV2787	ADVERTISEMENT, BRAND R SHOES, "BRAND R SHOES, DRESS FOR SUCCESS	ACCEPT IF PURCHASE WITHIN ONE WEEK, ELSE REJECT
PI2787	PURCHASE INCENTIVE, BRAND R SHOES, "1/2 OFF BRAND R SHOES, WHEN YOU BUY A PAIR OF BRAND R SHOES OF GREATER VALUE	ACCEPT IF REDEEM WITHIN ONE DAY, ELSE REJECT

FIG.2C

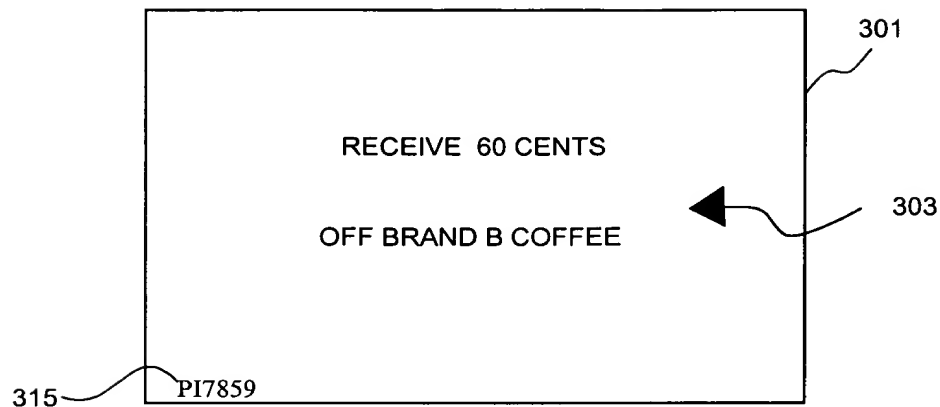


FIG. 3A

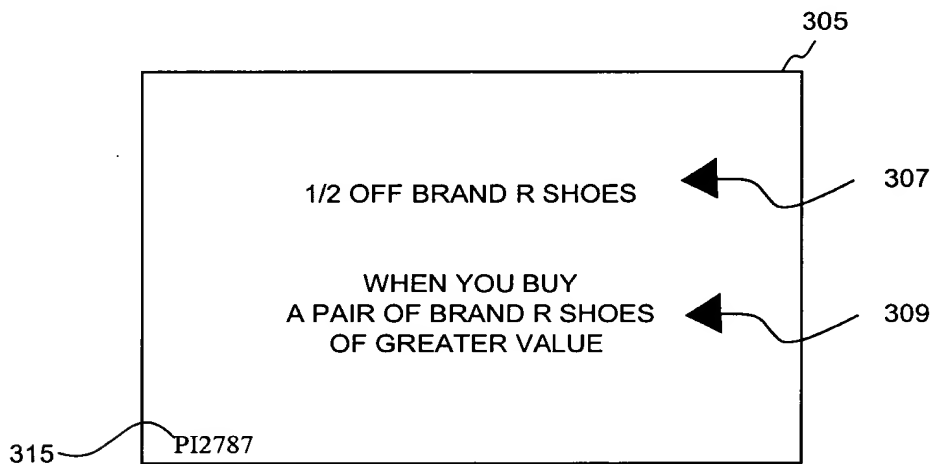


FIG. 3B

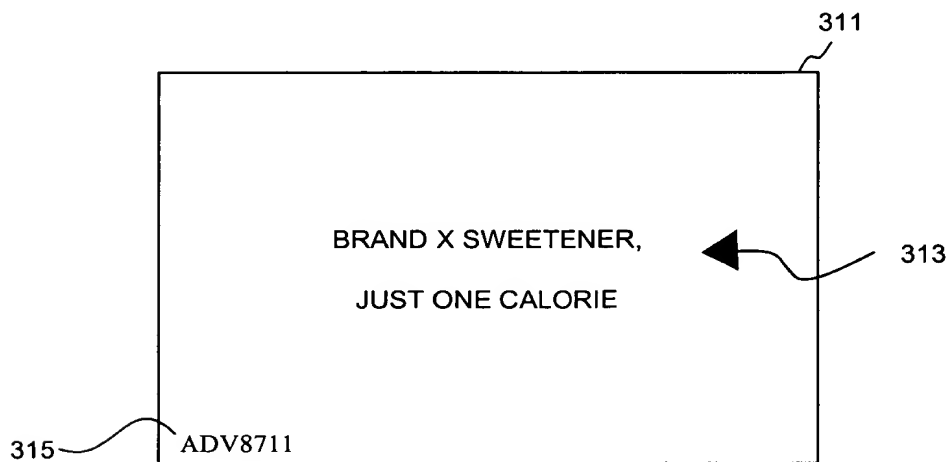


FIG. 3C

FIG. 4

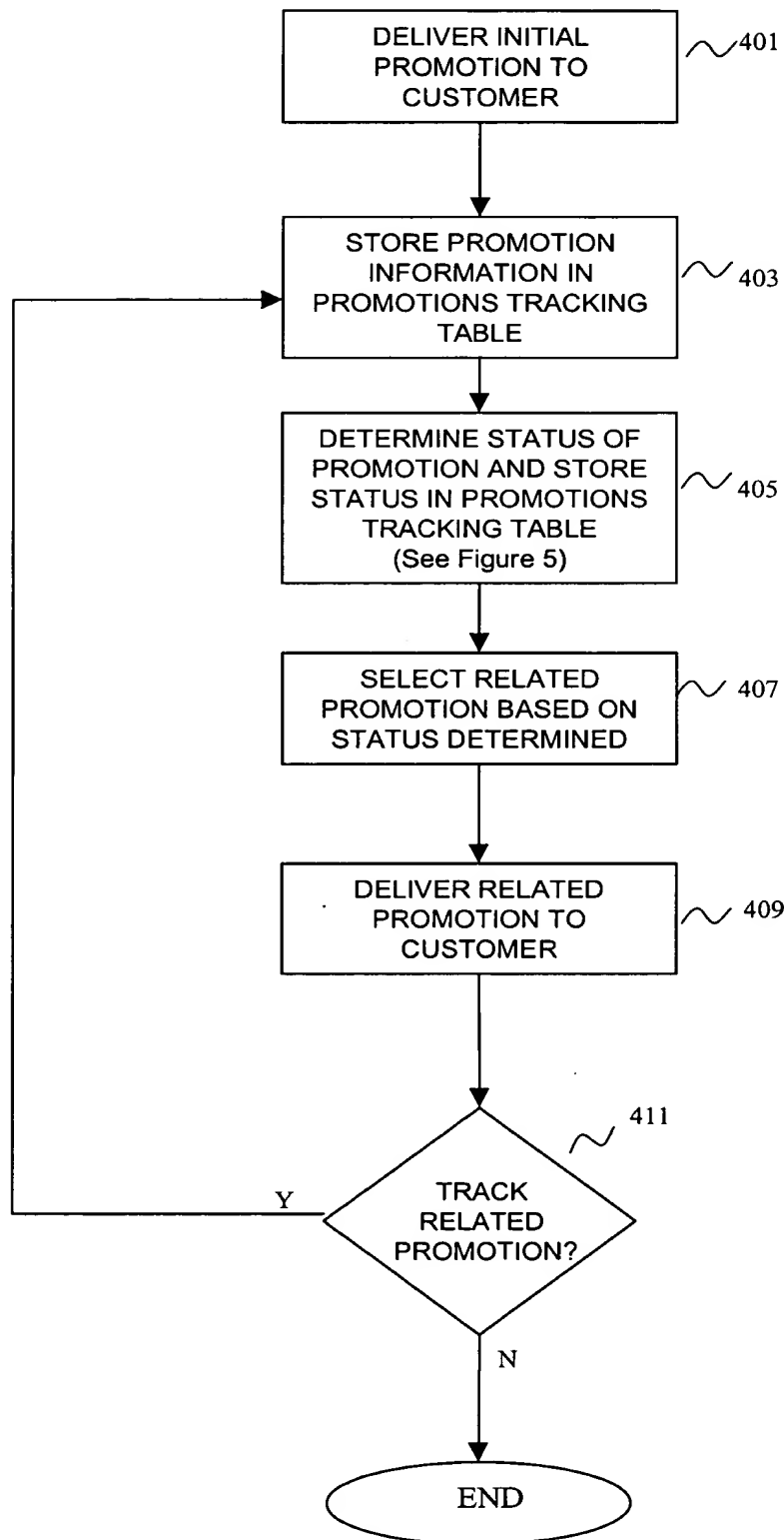


FIG. 5

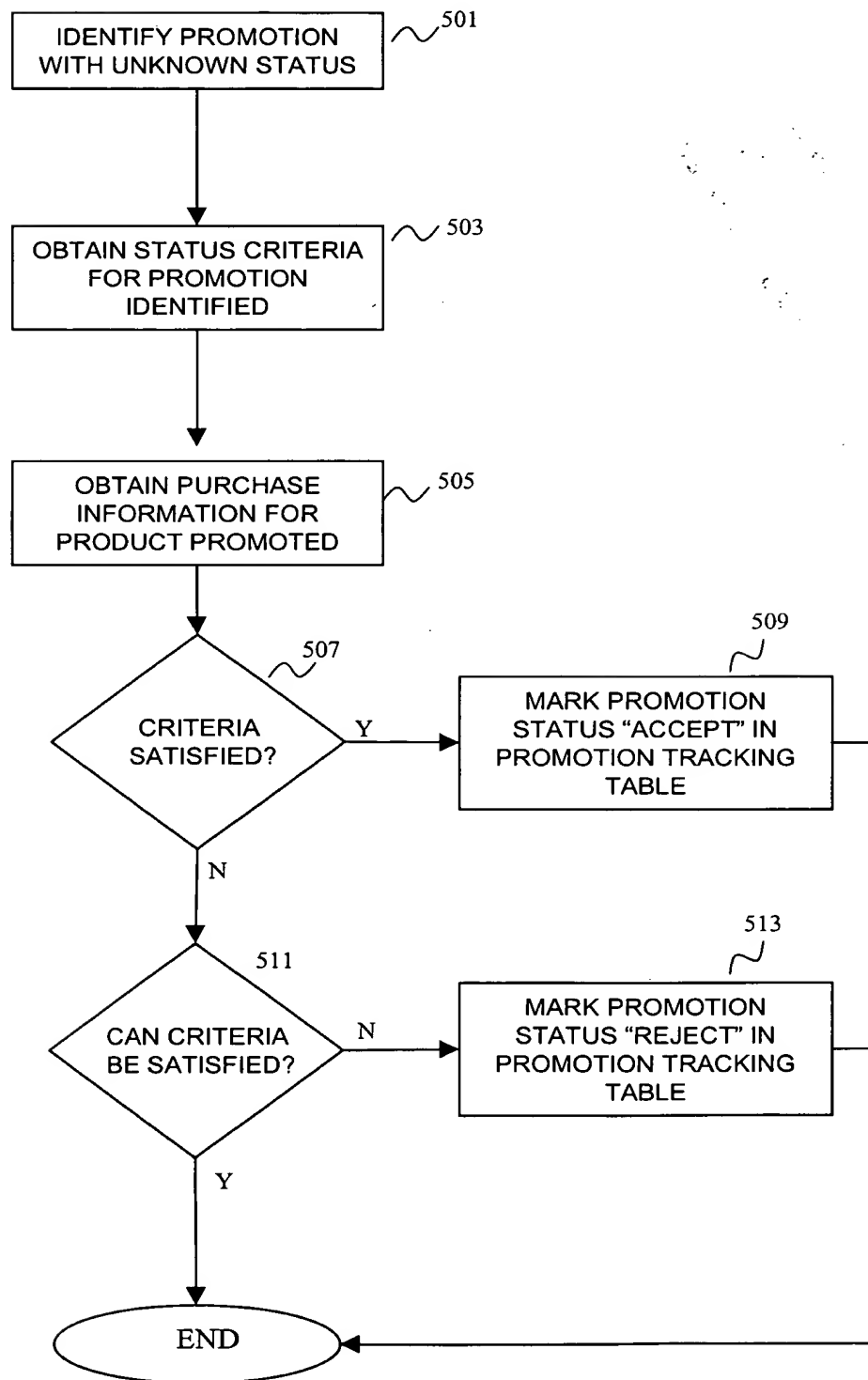


FIG-6

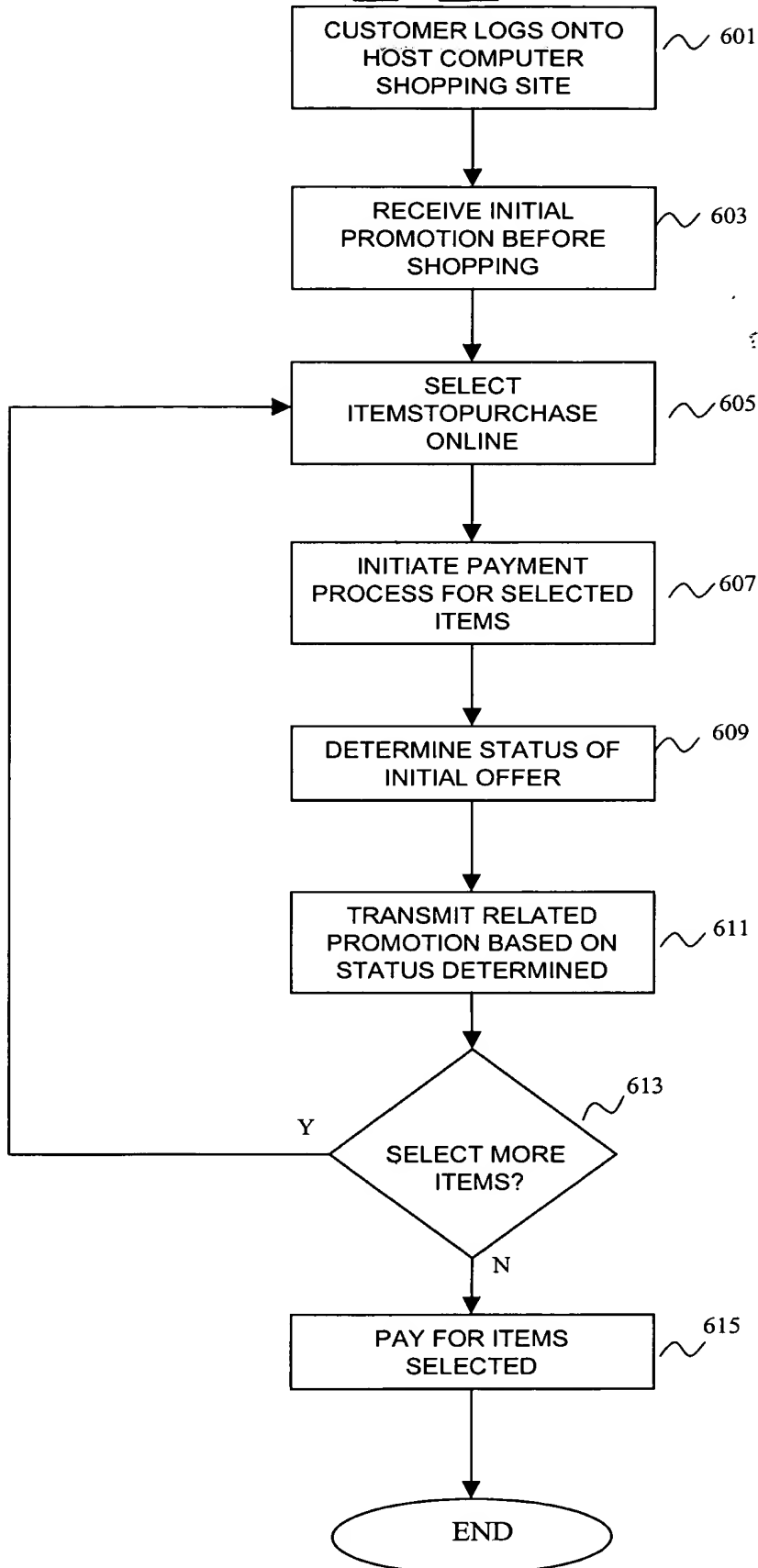




FIG. 7

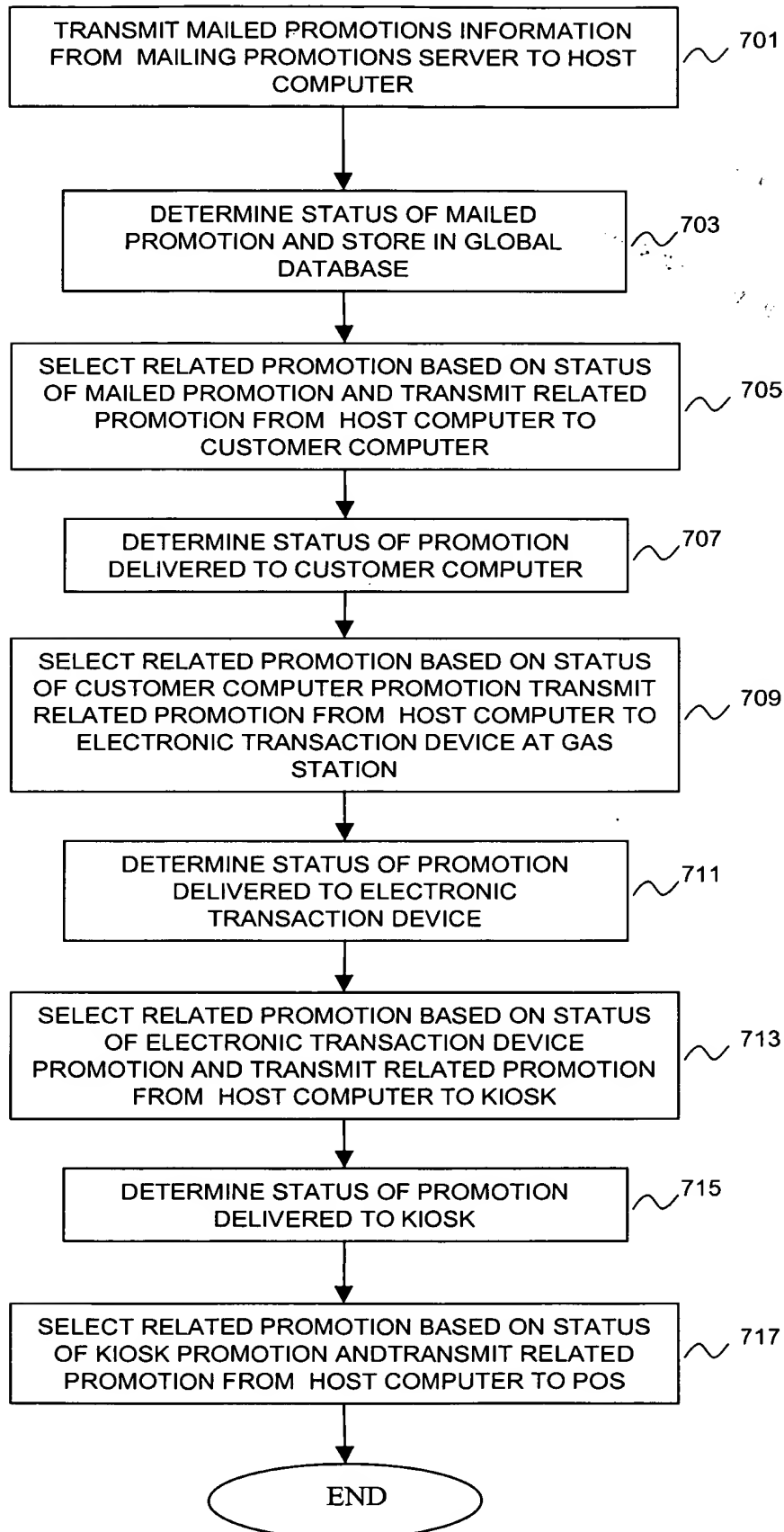
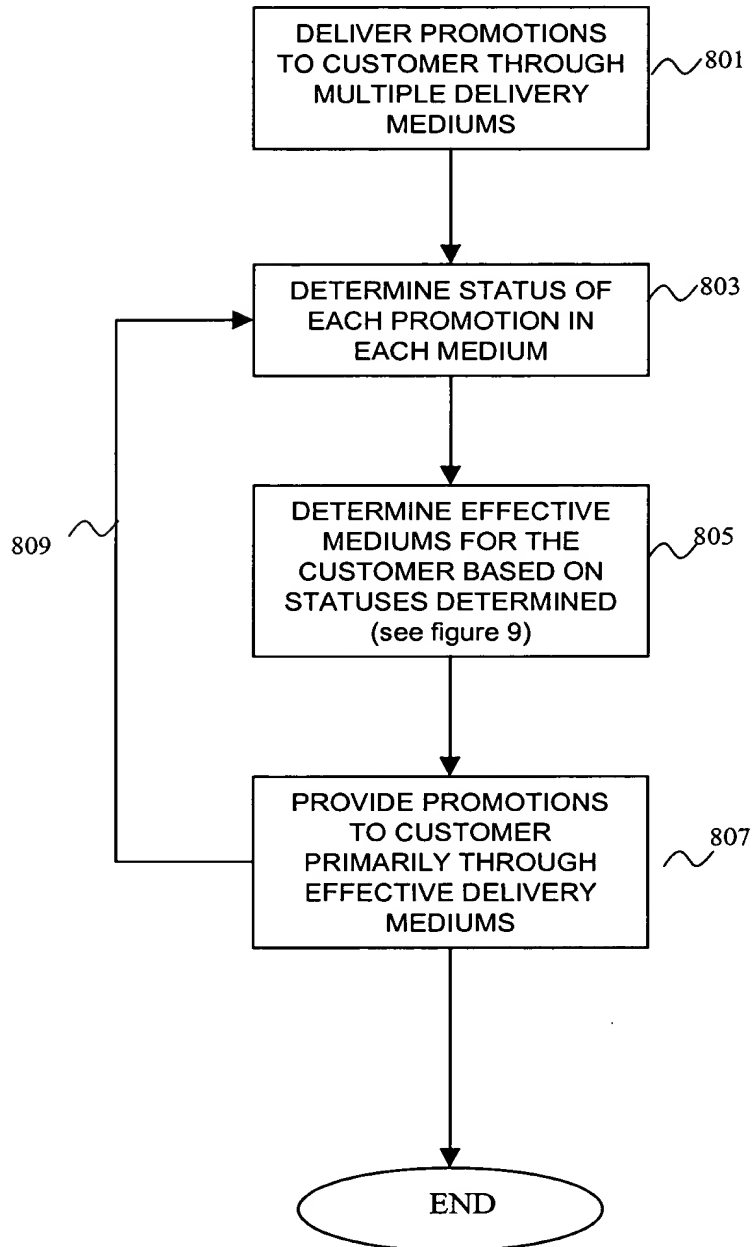
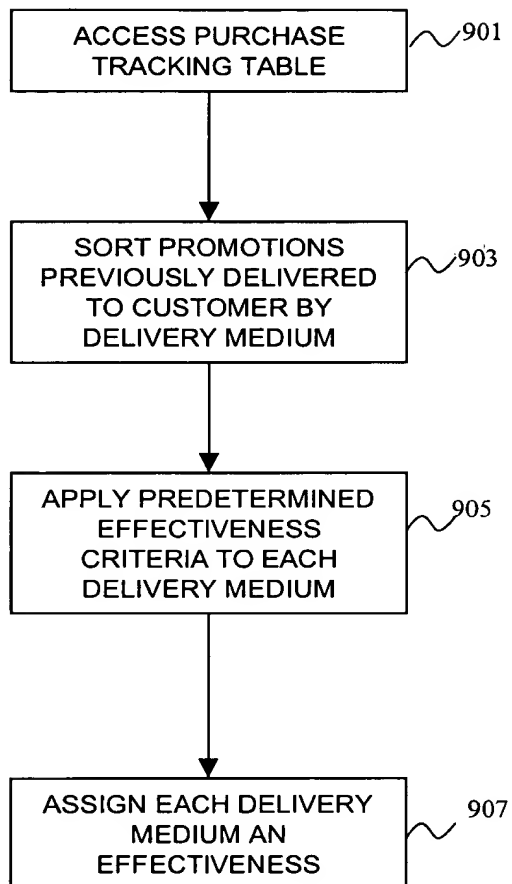


FIG. 8





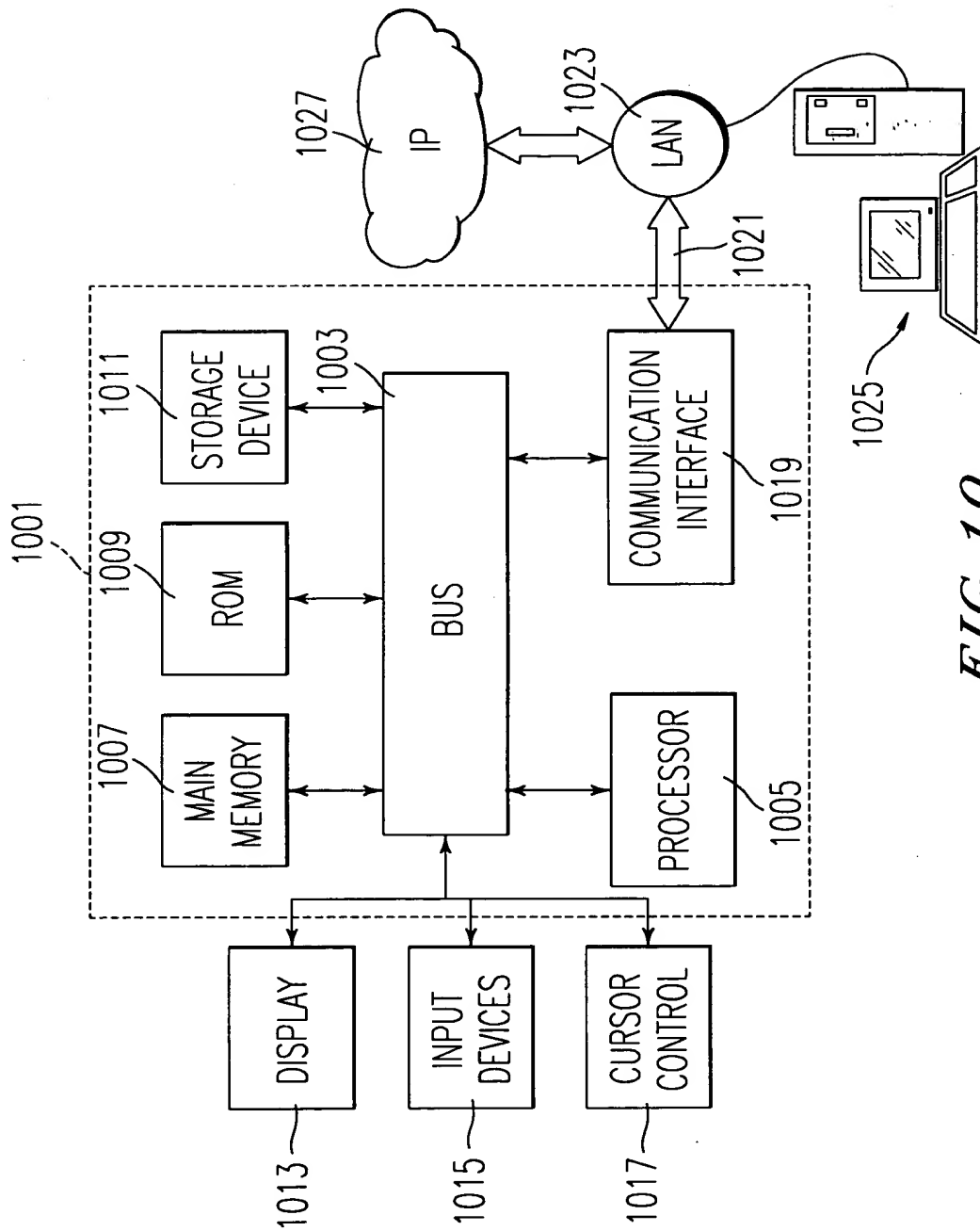


FIG. 10